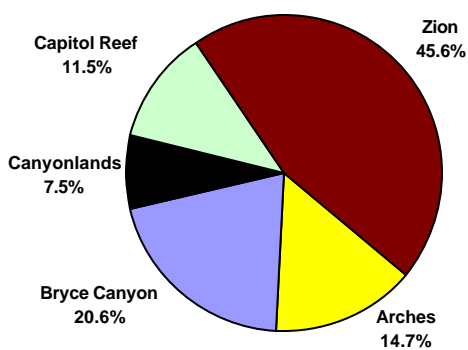


VISITATION INDICATORS

Many attractions statewide record the level of visitation as part of their normal business activities. Visitor counts represent an inexact portrayal of the actual number of visitors to an area, as well as an attraction's impact on the community. Ranging from head counts to vehicle counts to ticket counts to traffic counters, each attraction, whether administered by one of the several local, state or federal government agencies or by private business, uses a different methodology to count the number of visitors. Consequently, making comparisons from one attraction to another is difficult and often does not reflect the true nature of the attraction. Further, to equate the volume of visitation with the quality of experience is to miss the point about travel in Utah. While Utah's national and state parks, forests, historical and cultural attractions, ski, snowboard and summer resorts and countless events are all worthy of visitation, the ultimate factor in determining an attraction's importance is visitor satisfaction. The savvy traveler will make a Utah town, city, region or resort his/her home base and get to know its many attractions and adventures. In this light, whether an attraction ranks among the top ten or is a hidden treasure with very few visitors is inconsequential.

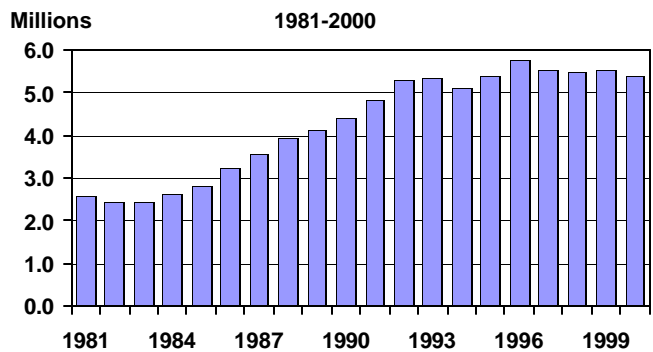
National Parks. Visiting national parks is Utah's top tourist attraction among non-resident visitors. Each year since 1992, Utah's national parks have attracted over 5 million visitors. Zion is the most popular national park, followed by Bryce Canyon and Arches. The popularity of Utah's national parks increased rapidly during the mid-80s and early 90s, growing by nearly 10% per year to 5.3 million visitors by 1992. However, since 1992, the number of visitors to Utah's national parks has remained relatively unchanged. Visitation at Utah's national parks peaked in 1996 at 5.7 million, but has since declined in three of the last four years. In 2000, 5.3 million visitors arrived at Utah's National Parks, a 3.5% decrease from 1999. Among the parks, visitation increased only at Bryce Canyon (1.6%). Zion reported a slight decrease in visitation (-0.7%), mostly due to the completion of construction projects within the park that caused daily visitor counts to decrease. Arches, Capitol Reef and Canyonlands each recorded a significant decrease in visitation, declining by -9.6%, -9.9% and -10.0% respectively.

Share of Total Visitors, 2000



SOURCE: National Park Service

National Park Visitation

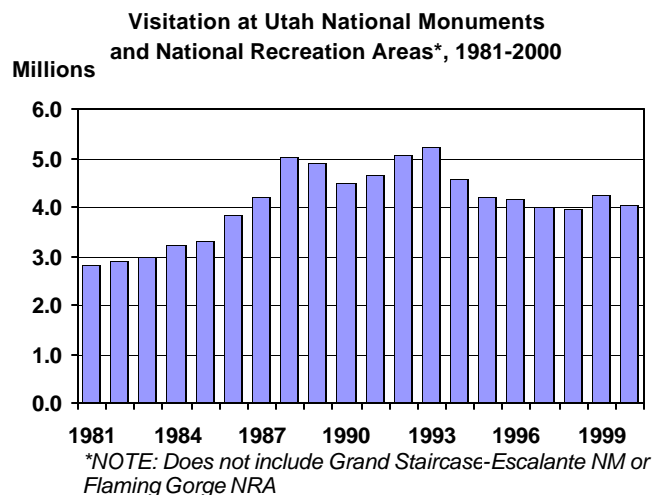


SOURCE: National Park Service

**Visitation to Utah National Parks, 2000
(Thousands)**

| | | | | | |
|--------------|----------------------|-------------------|--------------------|--------------|----------------------|
| Arches – 786 | Bryce Canyon – 1,099 | Canyonlands – 402 | Capitol Reef – 613 | Zion – 2,432 | Total – 5,332 |
|--------------|----------------------|-------------------|--------------------|--------------|----------------------|

National Monuments & Recreation Areas. Various federal agencies, including the National Park Service, U.S. Forest Service and BLM manage Utah's national monuments and recreation areas. The different managing agencies make comparisons from year to year difficult. Likewise, each designation of a new monument changes the visitation counts significantly. In 2000, visitation to Utah's national monuments and recreation areas totaled 5.6 million, down significantly from 1999's 6.4 million. Most of the decrease can be attributed to changes in the visitor count process at the Grand Staircase-Escalante NM. Changes in the visitor count process at the GSENM resulted in a 50% decline in reported visitation. Without GSENM's decline, visitation at national monuments and recreation areas decreased by only 3.8%, a number much more consistent with the performance of Utah's other national and state parks. All of Utah's national monuments and recreation areas reported declines during 2000, ranging from almost no change at Flaming Gorge NRA to a 16% decrease at Rainbow Bridge NM.

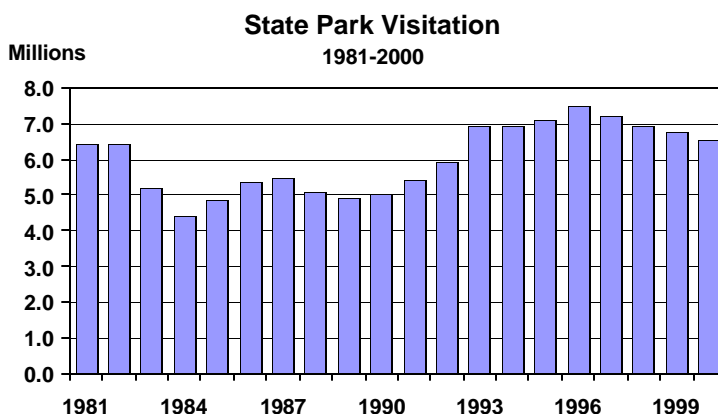


SOURCE: National Park Service

| Visitation to Nat'l. Monuments & Recreation Areas (Thousands) | | |
|--|--------------|---------------|
| Glen Canyon NRA | 2,568 | -2.7% |
| Flaming Gorge NRA | 1,044 | 0.0% |
| G. Staircase-Escalante NM | 572 | -49.9% |
| Cedar Breaks NM | 551 | -7.8% |
| Dinosaur NM | 397 | -3.3% |
| Rainbow Bridge NM | 198 | -15.7% |
| Timpanogos NM | 115 | -6.2% |
| Natural Bridges NM | 113 | -12.9% |
| Golden Spike NHS | 45 | -4.7% |
| Hovenweep NM | 43 | -9.0% |
| TOTAL | 5,645 | -12.0% |

SOURCE: National Park Service

Utah State Parks. Total visitation to Utah's 44 state parks declined by 3.1% to 6.6 million visitors. Accounting for two thirds of total state park visitation, results among the state's ten most popular state parks were mixed. Visitation increased at Wasatch Mountain, Quail Creek, Antelope Island, Willard Bay, Bear Lake and Deer Creek and decreased at Snow Canyon, Utah Lake, Jordanelle and Dead Horse Point. Visitation counts at state parks fluctuate from year to year and can become biased as a result of equipment changes or malfunction, personnel changes, legislative changes or changes in designations.



SOURCE: Utah Division of Parks & Recreation

| Utah's 10 Most Popular State Parks 2000 Visitation Estimates (Thousands) | | |
|--|--------------|--------------|
| Wasatch Mountain | 930 | 3.7% |
| Quail Creek | 849 | 2.8% |
| Snow Canyon | 502 | -18.0% |
| Utah Lake | 406 | -6.1% |
| Antelope Island | 343 | 4.1% |
| Willard Bay | 341 | 10.9% |
| Bear Lake (3 Locations) | 289 | 4.3% |
| Jordanelle (2 Locations) | 262 | -22.8% |
| Deer Creek | 254 | 28.3% |
| Dead Horse Point | 174 | -15.0% |
| TOTAL STATE PARKS | 6,555 | -3.1% |

SOURCE: Utah Division of Parks & Recreation